

Subject: This week from CCA (CCA Delivers - August 11, 2016)<bounce-mc.us4_7505613.268101-jmarino=downtownla.com@mail171.atl101.mcdlv.net>
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CCA Delivers

CCALA.org

August 11, 2016



INSIDE THIS ISSUE

- **Transportation, Infrastructure and Energy Committee**
- **Imagine LA: Helping to End Homelessness**
- **New CCA Website!**

Transportation, Infrastructure and Energy (TIE) Committee

At CCA's TIE Committee members voted to support Measure M, which is a county-wide ballot initiative to increase sales tax by one-half cent to pay for various transportation projects. CCA members also received a briefing from Metro on Link Union Station (US).

Measure M will be on the November 2016 ballot and would raise the county sales tax to 9.5%. The new ½ cent tax will last in perpetuity. And the measure also extends Measure R's ½ cent sales tax past its 2039 expiration date into perpetuity. Each ½ cent increase costs the average consumer about \$24 a year.

The measure is expected to raise more than \$120 billion through 2057 (as far out as Metro's forecasts go), with annual revenues beginning at \$860 million for street repairs, highway improvements and new rail construction.

As a dedicated sales tax, it will require two-thirds of the voters to approve it. CCA members supported the measure because it includes funding for: Downtown L.A. Mobility Project, LA Streetcar construction and potential funding for a light rail station in the Arts District.

Union Station is approaching operational capacity and Link US seeks to address this. Ridership is expected to grow from 110,000 to 200,000 passenger trips by 2040. Link US will add a new passenger concourse, reconfigure the rail yard and accommodate California High Speed Rail.

The project is estimated at \$2.5 billion and will take approximately five years to



COMMITTEE CALENDAR

WEDNESDAY, AUGUST 17

8 - 9:30 a.m.

HOUSING, LAND USE & DEVELOPMENT

Topics: Leadership at Los Angeles Department of City Planning; Hoxton Hotel, 1060 S. Broadway

Special Guests: Vince Bertoni & Kevin Keller, City Planning; Elizabeth Peterson, EPG; Timothy Griffin & Alan Hutchinson, Ennismore



EVENTS CALENDAR

SATURDAY, October 15

7 - 11 p.m.

CAROL'S FAREWELL PARTY



CCA IN ACTION



This week, CCA spoke at the City Planning Commission in support of The Reef development. The Reef will transform Washington Boulevard with new housing, a hotel and neighborhood-serving retail. This new development builds on the momentum of the Downtown Renaissance and will

build. It is being integrated with the Union Station Master Plan and is also being configured to accommodate a light rail station in the Arts District. The project team plans for Link US to be operational in 2024/2025. Metro is in the initial phase for this project and CCA will continue to engage as it progresses.

CCA thanks Paulette Tonillas, Mark Dierking, Tom Kim, Mary McCormick and Jenn Lao for their remarks.

For more information please contact, CCA's Director of Government Relations, [John Howland](#).

One Bedroom Apartments Needed for Formerly Foster Youth with Children of Their Own

CCA members who are residential property owners are invited to partner with Imagine LA.

Imagine LA ends the cycle of family homelessness by mobilizing trained mentors, collaborative public and private resources, and community leaders who understand that a roof over one's head is merely the starting point to a better life.

Imagine LA currently needs ten single bedroom apartments by September 1 in the City of Los Angeles that will take a City Section 8 voucher. These are for ten emancipating foster youth with young children that are a part of the Family Empowerment and Mentorship Program.

Please note that Imagine LA families are required to take good care of their apartments and pay their rent on time.

For more information, please contact Rebecca Shapiro at rebecca@imaginela.org or 323.944.0210 x1009.

CCA's Website Got A Makeover!

We've revamped our website, and our contemporary design makes it easier for our members and web visitors to discover CCA's many accomplishments. Stay up to date on the forward-thinking work we continue to do for Los Angeles. Now optimized for mobile, you can access the Member Portal, read our latest newsletter, and register for upcoming events on any device.

The new [CCA Member Portal](#) now features a more streamlined experience. Easily register for CCA events, pay your company's membership dues, edit company information, and update your company roster.

To request your new login information, [please click here](#).

connect communities that are artificially divided by the freeway. For more information, please contact CCA's Managing Director of Legislative Affairs and Government Relations, [Marie Rumsey](#).

CCA MEMBERS IN THE NEWS

"People are coming from all over Los Angeles and Southern California to come and experience these things," John Zanetos, CBRE. [Los Angeles Business Journal](#), August 8, 2016. "Offices Created in Arts District."

NEW MEMBERS

[Amara Ononi Event Design](#)

Announcements

Membership with CCA

CCA is the leading voice of business on important city and statewide issues. From LAX to Downtown, CCA is considered the Los Angeles business community's most effective advocate and business leader. Our citywide reach on a broad base of issues — including land use, transportation and economic growth — connect you with government and produce quick and effective results that benefit your bottom line. As a CCA member, you also receive personalized issue advocacy and unparalleled access to city, county and state power brokers and decision makers. CCA is aggressively advocating on behalf of the business community.

For more information about membership, please visit [ccala.org](#) or contact CCA Director of Business Development & Marketing, [Nhien Lasky](#).

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